

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL

Product MARK CRITZ FOR CONGR

Estimate# 2429

Buyer AMY MILLS

Phone#

Fax#

Agency () LUC MEDIA

25 WHITLOCK PLACE SW, 2ND FL

MARIETTA, GA 30064

Agency C/P1/P2/E //2429

Flight Dates 09/24/2012 - 09/30/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

--- CONTRACT COMMENT ---

CRITZ FOR CD-12 NEEDS 20 MIN SEP *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LN 11 FOR SPOT NA. PLS ADVISE.
THANKS,
ANDREW

| Ln | Dates | Time | Program | Len | Rate | Day | Spots/Week | # of Weeks | Total Spots | Total Cost |
|-----|-------------|-----------|------------------|------|----------|-------|------------|------------|-------------|------------|
| --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- |
| 1 | 09/25-09/25 | 10P-1030P | 10P NEWS | :30 | \$745.00 | TU | 1 | 1 | 1 | \$745.00 |
| 2 | 09/28-09/28 | 10P-1030P | 10P NEWS | :30 | \$745.00 | F | 1 | 1 | 1 | \$745.00 |
| 3 | 09/24-09/24 | 6P-630P | BIG BANG THEORY | :30 | \$595.00 | M | 1 | 1 | 1 | \$595.00 |
| 4 | 09/26-09/26 | 6P-630P | BIG BANG THEORY | :30 | \$595.00 | W | 1 | 1 | 1 | \$595.00 |
| 5 | 09/25-09/25 | 630P-7P | TWO & A HALF MEN | :30 | \$595.00 | TU | 1 | 1 | 1 | \$595.00 |
| 6 | 09/27-09/27 | 630P-7P | TWO & A HALF MEN | :30 | \$595.00 | TH | 1 | 1 | 1 | \$595.00 |
| 7 | 09/26-09/26 | 7P-730P | BIG BANG THEORY | :30 | \$895.00 | W | 1 | 1 | 1 | \$895.00 |
| 8 | 09/28-09/28 | 7P-730P | BIG BANG THEORY | :30 | \$895.00 | F | 1 | 1 | 1 | \$895.00 |
| 9 | 09/24-09/24 | 730P-8P | TWO & A HALF MEN | :30 | \$795.00 | M | 1 | 1 | 1 | \$795.00 |
| 10 | 09/27-09/27 | 730P-8P | TWO & A HALF MEN | :30 | \$795.00 | TH | 1 | 1 | 1 | \$795.00 |

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| Ln | Dates | Time | Program | Len | Rate | Day | Spots/Week | # of Weeks | Total Spots | Total Cost |
|-----|--|---------|------------------|------|----------|-------|------------|------------|-------------|------------|
| --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- |
| *11 | 09/29-09/29 | 730P-8P | TWO & A HALF MEN | :30 | \$295.00 | SA | 1 | 1 | 1 | \$295.00 |
| | Station Remark: V2 1X NA DT COLLEGE FOOTBALL. PLS ADVISE WHERE YOU WOULD LIKE TO MG. THX | | | | | | | | | |
| 12 | 09/24-09/24 | 1P-2P | DIVORCE COURT | :30 | \$70.00 | M | 1 | 1 | 1 | \$70.00 |
| 13 | 09/28-09/28 | 1P-2P | DIVORCE COURT | :30 | \$70.00 | F | 1 | 1 | 1 | \$70.00 |
| 14 | 09/25-09/25 | 2P-3P | JUDGE JOE BROWN | :30 | \$85.00 | TU | 1 | 1 | 1 | \$85.00 |
| 15 | 09/27-09/27 | 2P-3P | JUDGE JOE BROWN | :30 | \$85.00 | TH | 1 | 1 | 1 | \$85.00 |

---REPORT TOTALS---

Report Totals: 15 / \$7,855.00

---SALES MONTHLY TOTALS---

Sep 12: 15 / \$7,855.00

Sales Totals: 15 / \$7,855.00

Station Totals: 15 / \$7,855.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|-----|------|----|------|----|
| Market Totals | \$130,917 | CABL | 0% | KDKA | 32% | UNKN | 0% | WPCW | 2% | WPGH | 6% |
| | | WPMY | 0% | WPXI | 35% | WTAE | 25% | | | | |

---COMPETITIVE COMMENTS---

WPGH = 9195

WTAE = 37675

WPXI = 53785

KDKA = 49270

WPCW = 2240

TTL = 152165

Rep Order# 9793047 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 1355493

Printed: 08/25/2012 1:07 PM
Last Received: 08/15/2012 3:17 PM
Showing Buylines: All Lines

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Books null
Demos RA35+